

IN THE CLAIMS:

Please amend the claims as follows:

1-42. (Canceled)

43. (Currently Amended) A method performed in an intercepting communications device, the method comprising:

maintaining, in the intercepting communications device, access to a plurality of secondary content addresses, where a secondary content address identifies secondary content located at a secondary content source;

intercepting an initial request for initial content made by a requesting device before the initial request arrives at an intended destination, the intended destination being an initial content source;

extracting at least one request criteria from the intercepted initial request;

creating redirection information by processing the at least one request criteria to determine an identity of secondary content to be retrieved by the requesting device, wherein the redirection information includes a first redirection code and a second redirection code; and

transmitting the redirection information ~~and a command~~ to the requesting device without transmitting the secondary content from the intercepting communications device to the requesting device; wherein ~~the command controls the requesting device to issue a first request for the initial content based on the first redirection code and a second request for the secondary content based on the second redirection code~~ receipt of the redirection information by the requesting device controls the requesting device to issue a first request for the secondary content based on the first redirection code and wherein receipt of a command from a source of the secondary content by the requesting device controls the requesting device to issue a second request for the initial content based on the second redirection code, wherein the receipt of the command occurs subsequent to issuing the first request.

44. (Previously Presented) The method of claim 43, where processing the at least one request criteria to determine an identity of secondary content comprises:
- extracting the at least one request criteria from at least one protocol header of the intercepted initial request; and
 - matching the at least one extracted request criteria to at least one of the plurality of secondary content addresses.
45. (Previously Presented) The method of claim 44, where matching the at least one extracted request criteria to at least one of the plurality of secondary content addresses comprises:
- determining desirable secondary content by identifying at least one of the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria; and
 - capturing an address from at least one of the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria.
46. (Previously Presented) The method of claim 45, where identifying at least one of the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria comprises:
- identifying content related to at least one source indication from the at least one extracted request criteria;
 - identifying content that has at least one geographic indication related to at least one geographic location of the communications device;
 - identifying content that has at least one geographic indication related to at least one geographic indication from the at least one extracted request criteria; and
 - identifying content related to at least one initial content indication from the at least one extracted request criteria.
47. (Previously Presented) The method of claim 45, where capturing at least one address from the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria comprises:

capturing at least one Internet address for at least one advertisement that is related to the at least one extracted request criteria, the at least one advertisement being programmed to be displayed with respect to a display of the initial content.

48. (Previously Presented) The method of claim 43, where creating redirection information comprises:

concatenating together the first redirection code and the second redirection code; and
separating the first redirection code and the second redirection code by a delimiter.

49. (Currently Amended) The method of claim 48, comprising:

including an address of the ~~initial~~ secondary content source in the first redirection code; and
including an address of the at least one ~~secondary~~ initial content source in the second redirection code.

50. (Canceled)

51. (Previously Presented) The method of claim 48, where the delimiter separating the first redirection code and the second redirection code indicates to the requesting device an existence of a secondary content condition.

52. (Previously Presented) The method of claim 43, where processing at least one request criteria extracted from the intercepted initial request to determine an identity of secondary content to be retrieved by the requesting device comprises:

determining the identity of the secondary content relative to at least one of a geographic indication, a source indication, and a content indication in the at least one request criteria extracted from the intercepted initial request.

53. (Previously Presented) The method of claim 43, where intercepting the initial request includes intercepting the initial request at an entry point to the Internet.

54. (Currently Amended) A computer-readable medium storing computer-executable instructions that when executed by a computer control the computer to perform a method, the method comprising:

maintaining, in the computer, access to a plurality of secondary content addresses, where a secondary content address identifies secondary content located at a secondary content source;

intercepting an initial request for initial content made by a requesting device before the initial request arrives at an intended destination, the intended destination being an initial content source;

extracting at least one request criteria from the intercepted initial request;

creating redirection information by processing the at least one request criteria to determine an identity of secondary content to be retrieved by the requesting device, wherein the redirection information includes a first redirection code and a second redirection code; and

transmitting the redirection information and a command to the requesting device without transmitting the secondary content from the computer to the requesting device; wherein ~~the command controls the requesting device to issue a first request for the initial content based on the first redirection code and a second request for the secondary content based on the second redirection code~~ receipt of the redirection information by the requesting device controls the requesting device to issue a first request for the secondary content based on the first redirection code and wherein receipt of a command from a source of the secondary content by the requesting device controls the requesting device to issue a second request for the initial content based on the second redirection code, wherein the receipt of the command occurs subsequent to issuing the first request.

55. (Currently Amended) A method performed in an intercepting communications device, the method comprising:

maintaining, in the intercepting communications device, access to a plurality of secondary content addresses, where a secondary content address identifies secondary content located at a secondary content source;

intercepting an initial request for initial content made by a requesting device before the initial request arrives at an intended destination, the intended destination being an initial content source;

extracting at least one request criteria from the intercepted initial request;
creating redirection information by processing the at least one request criteria to determine an identity of secondary content to be retrieved by the requesting device, where creating redirection information comprises:

concatenating together a first redirection code and at least one second redirection code, where the first redirection code instructs the requesting device to ~~reinitiate retrieval of the initial~~ issue a first request for the secondary content, and where ~~the at least one second redirection code instructs the requesting device to initiate retrieval of the secondary content~~ receipt of a command from a source of the secondary content by the requesting device controls the requesting device to issue a second request for the initial content based on the second redirection code, wherein the receipt of the command occurs subsequent to issuing the first request; and

separating the first redirection code and the second redirection code by a delimiter;
transmitting the redirection information to the requesting device without transmitting the secondary content from the intercepting communications device to the requesting device; and
providing a command to the requesting device, where the command controls the requesting device to concurrently retrieve the initial content and the secondary content based, at least in part, on the redirection information.

56. (Currently Amended) The method of claim 55, comprising:
including an address of the initial content source in the ~~first~~ second redirection code; and
including an address of the at least one secondary content source in the ~~second~~ initial redirection code.

57. (Previously Presented) The method of claim 55, where processing the at least one request criteria to determine an identity of secondary content comprises:
extracting the at least one request criteria from at least one protocol header of the intercepted initial request; and
matching the at least one extracted request criteria to at least one of the plurality of secondary content addresses.

58. (Previously Presented) The method of claim 57, where matching the at least one extracted request criteria to at least one of the plurality of secondary content addresses comprises:

- determining desirable secondary content by identifying at least one of the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria; and
- capturing an address from at least one of the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria.